

2024-02-22

Add an Advertisement

Advertisement:

When did it Run?

Until when?

Type:

City:

State:

Fig 1

External Media



Advertisement	Type	Date/Time	expires [date + time]	City	State
► WPIX	TV	9/27/01 5:55am	1/1/02	bKlyn	NY
wabc	TV	9/14/00 3:45pm	9/14/01 3:45pm	bKlyn	NY
wfan	RADIO	9/15/01 2:00pm	9/17/01 2pm	NYC	NY
wabc	Television	9/15/01 4:00pm	9/17/01 11:59pm	MIAMI	FL
wkrb	RADIO	9/15/01 8pm	9/17/01 8pm	LA	CA
Boston Herald	Newspaper	9/6/01 6am	9/11/01 4pm	BOSTON	MA
New York Times	Newspaper	12/20/01 6am	9/28/01 12:05pm		NY
Boston Globe	Newspaper	10/3/01 11am	11/2/01 11am	BOSTON	MA
Newsday	Newspaper	10/15/01	10/15/01	NEW YORK	NY

Add

Delete

Refresh

Close

Figure 2

IP Information

IP Address:

Clicked:

City:  State:

Record:

Fig 3

## *Advertisement Hit Detailed Report*

<i>Boston Globe</i>	Newspaper	10/31/01 11:00:00 AM
<i>City</i>	<i>State</i>	<i>Time Clicked</i>
Boston	MA	11/1/01 9:00:00 AM
		<i>Hits:</i> <input type="text" value="1"/>
<i>Boston Herald</i>	newspaper	9/6/01 6:00:00 AM
<i>City</i>	<i>State</i>	<i>Time Clicked</i>
Boston	MA	9/6/01 10:00:00 AM
Boston	MA	9/10/01 8:45:00 PM
		<i>Hits:</i> <input type="text" value="2"/>
<i>Wabc</i>	tv	9/14/00 3:45:00 PM
<i>City</i>	<i>State</i>	<i>Time Clicked</i>
Albany	NY	9/5/01 1:00:00 PM
		<i>Hits:</i> <input type="text" value="1"/>
<i>wfan</i>	radio	9/5/01 2:00:00 PM
<i>City</i>	<i>State</i>	<i>Time Clicked</i>
NYC	NY	9/5/01 3:30:00 PM
		<i>Hits:</i> <input type="text" value="1"/>
<i>Total Advertising Hits:</i>		<input type="text" value="5"/>

Figure 4

## *Hits Unaccounted for*

<i>City</i>	<i>State</i>	<i>IpAddress</i>	<i>Date/Time Clicked</i>
Boston	MA	214.25.26.40	9/12/01 5:30:00 PM
	AL	21.21.21.21	9/2/01 9:00:00 AM

Figure 5